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FIG.2

PROGRAM ID	PROGRAM DATA
BC0001
BC0002
.....
.....
.....
.....
.....
.....

FIG.3

CHANNEL	PROGRAM ID	SCHEDULED BROADCAST DATE AND TIME	DATA ADDRESSV
1	BC0001	SEPTEMBER 3 9 : 00	Adrs100001
1	BC0002	SEPTEMBER 3 10 : 00	Adrs100105
1
...
...
15	BC0101
15	BC0102
...
...
...
24	BC0352
24	BC0353
...
...
...

FIG. 4

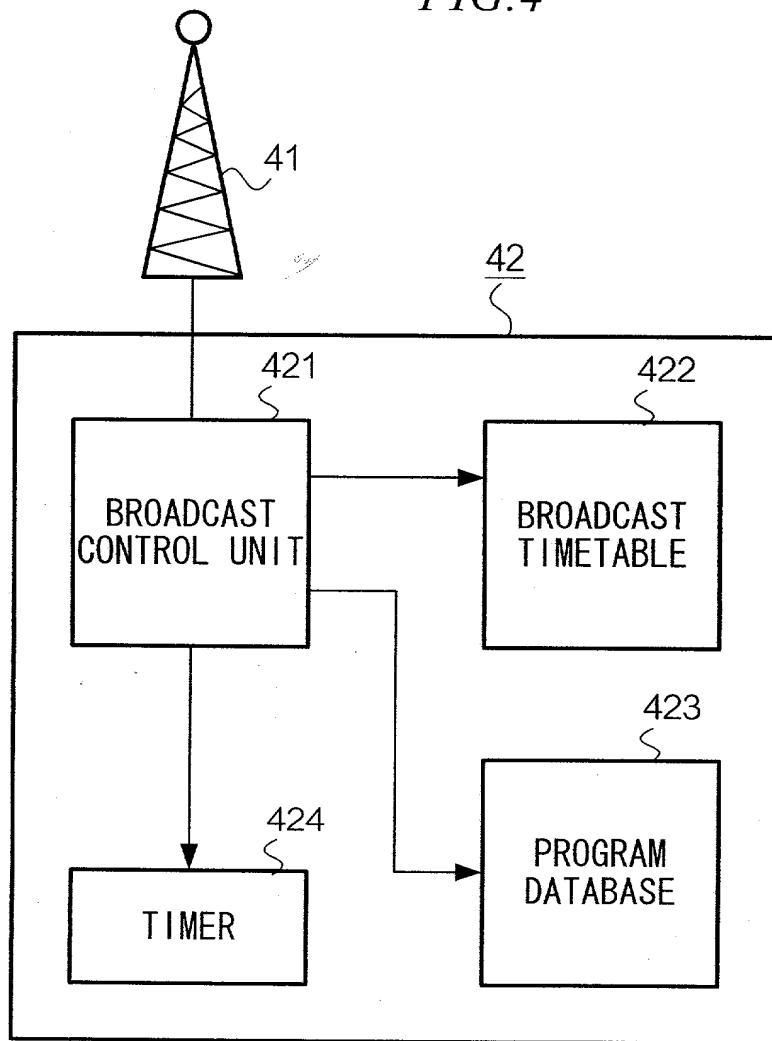
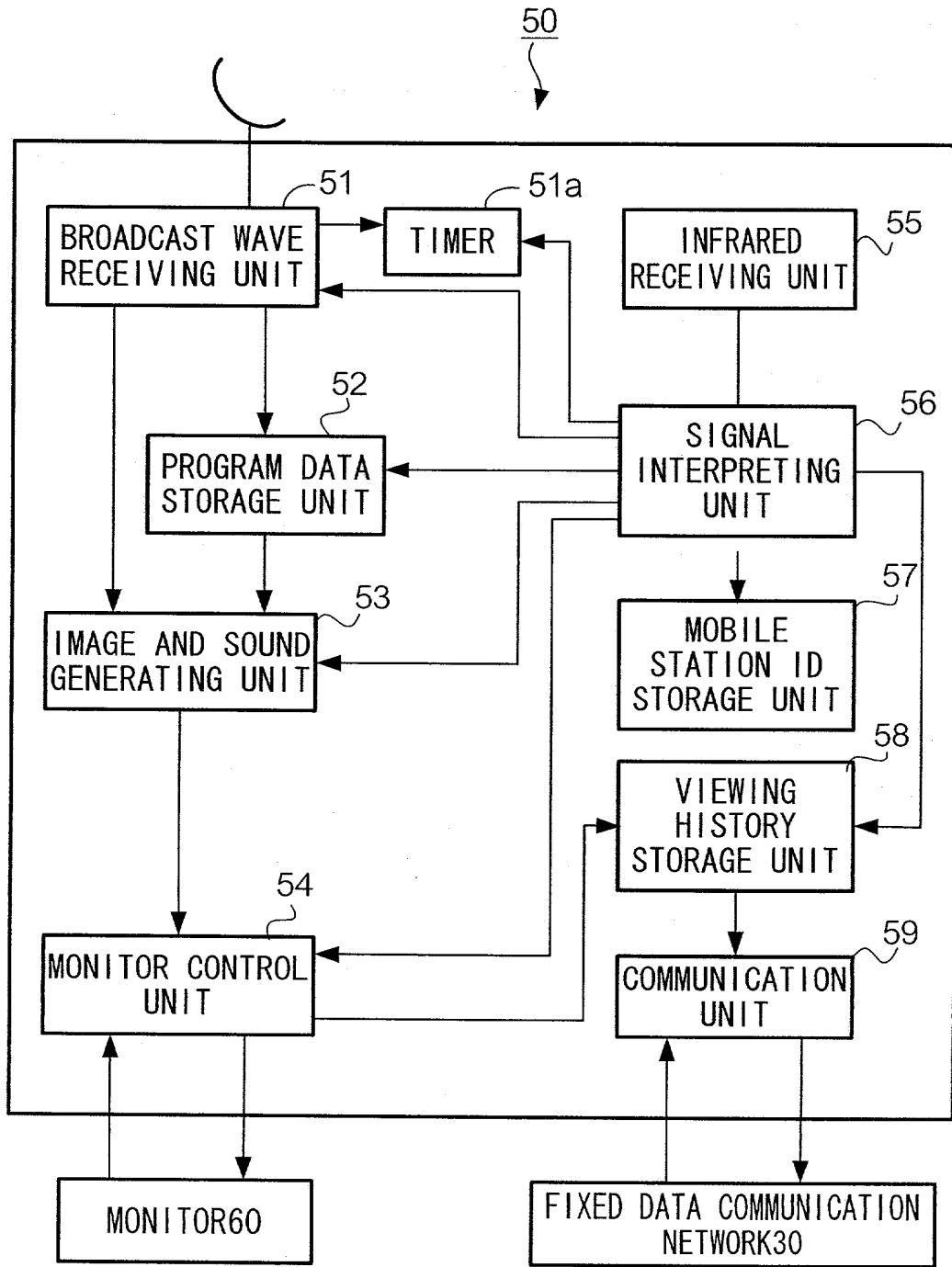


FIG. 5



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Patent Application for: Audience Rating Calculating System and Mobile Communication Terminal
 Inventors: Tatsuji Nagaoka and Mariko Wakaizumi
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FIG.6

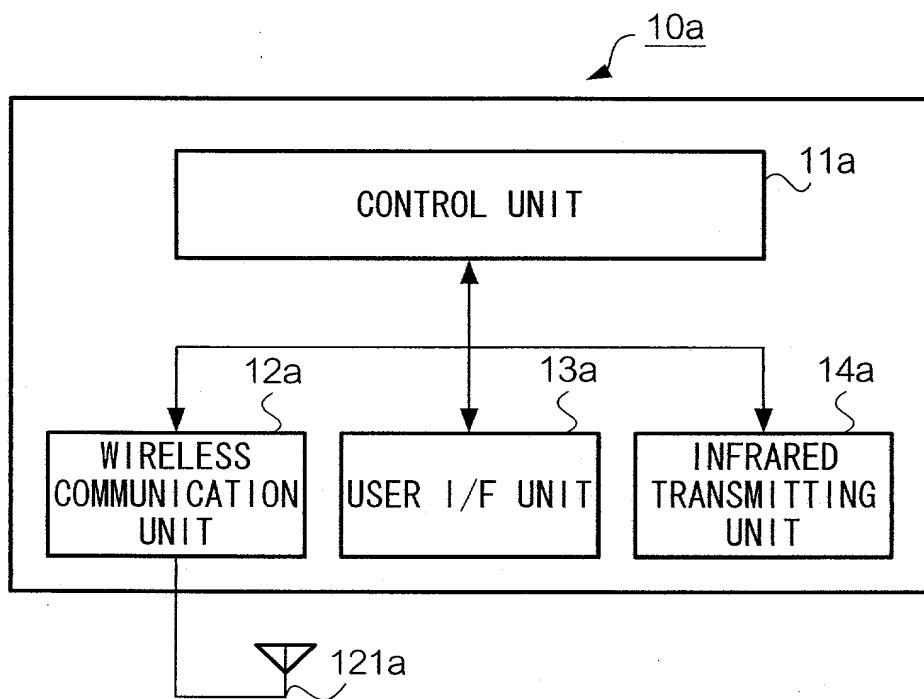
MOBILE STATION ID
MS00001
MS00002
MS00003

FIG.7

VIEWING DATE AND TIME	CHANNEL	MOBILE STATION ID	RECORDING FLAG
SEPTEMBER 3 7:30~8:05	10	MS00001	OFF
SEPTEMBER 3 8:06~8:07	25	MS00002	OFF
SEPTEMBER 3 8:08~8:56	12	MS00002	OFF
.....
.....
SEPTEMBER 3 21:00~23:00	34	MS00003	ON
.....
.....

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FIG.8



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FIG.9

INFRARED SIGNAL FORMAT

INSTRUCTION COMMAND	DETAILED INSTRUCTIONS	MOBILE STATION ID
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FIG.10

INFRARED SIGNAL FORMAT OF REQUEST FOR CHANNEL SELECTION

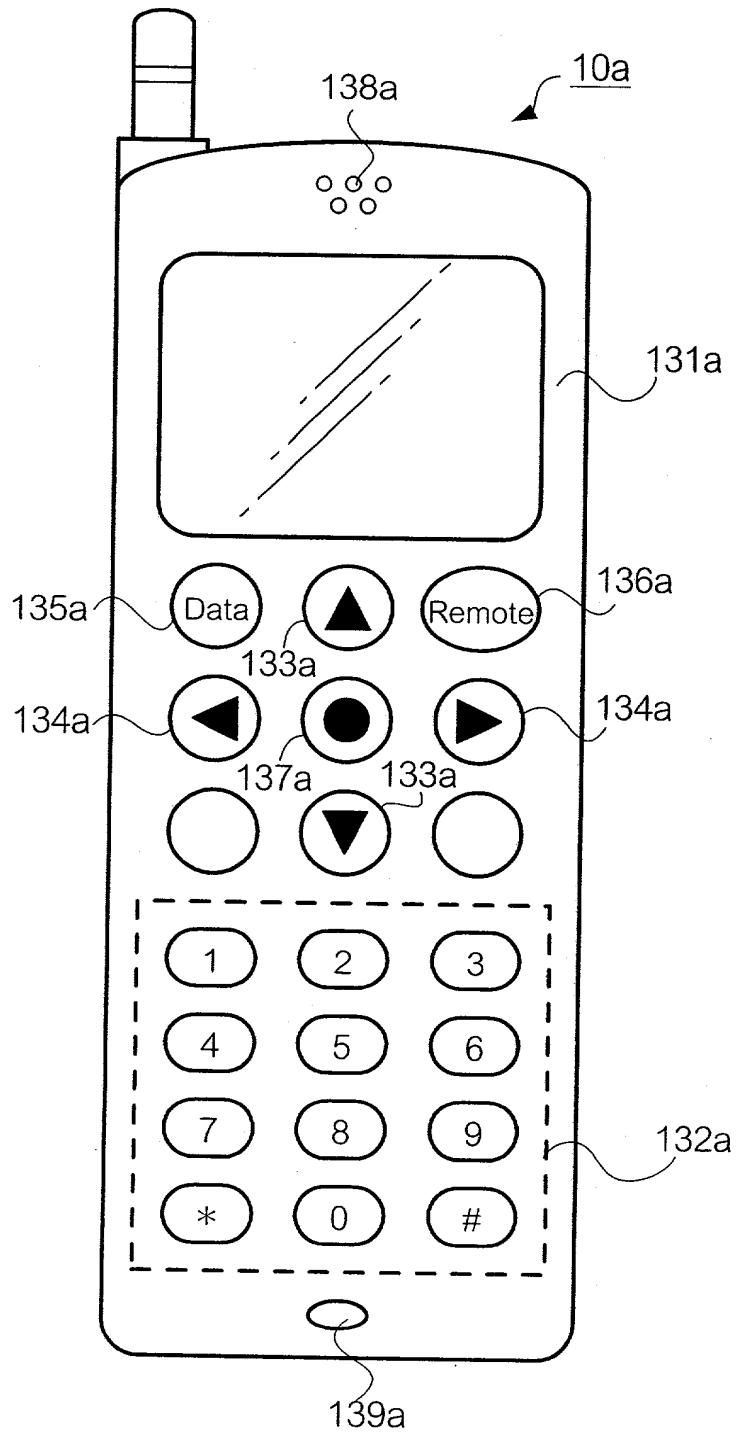
CHANNEL SELECTION COMMAND	BROADCAST CHANNEL		MOBILE STATION ID
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FIG.11

INFRARED SIGNAL FORMAT OF REQUEST FOR DESIGNATING RECORDING RESERVATION

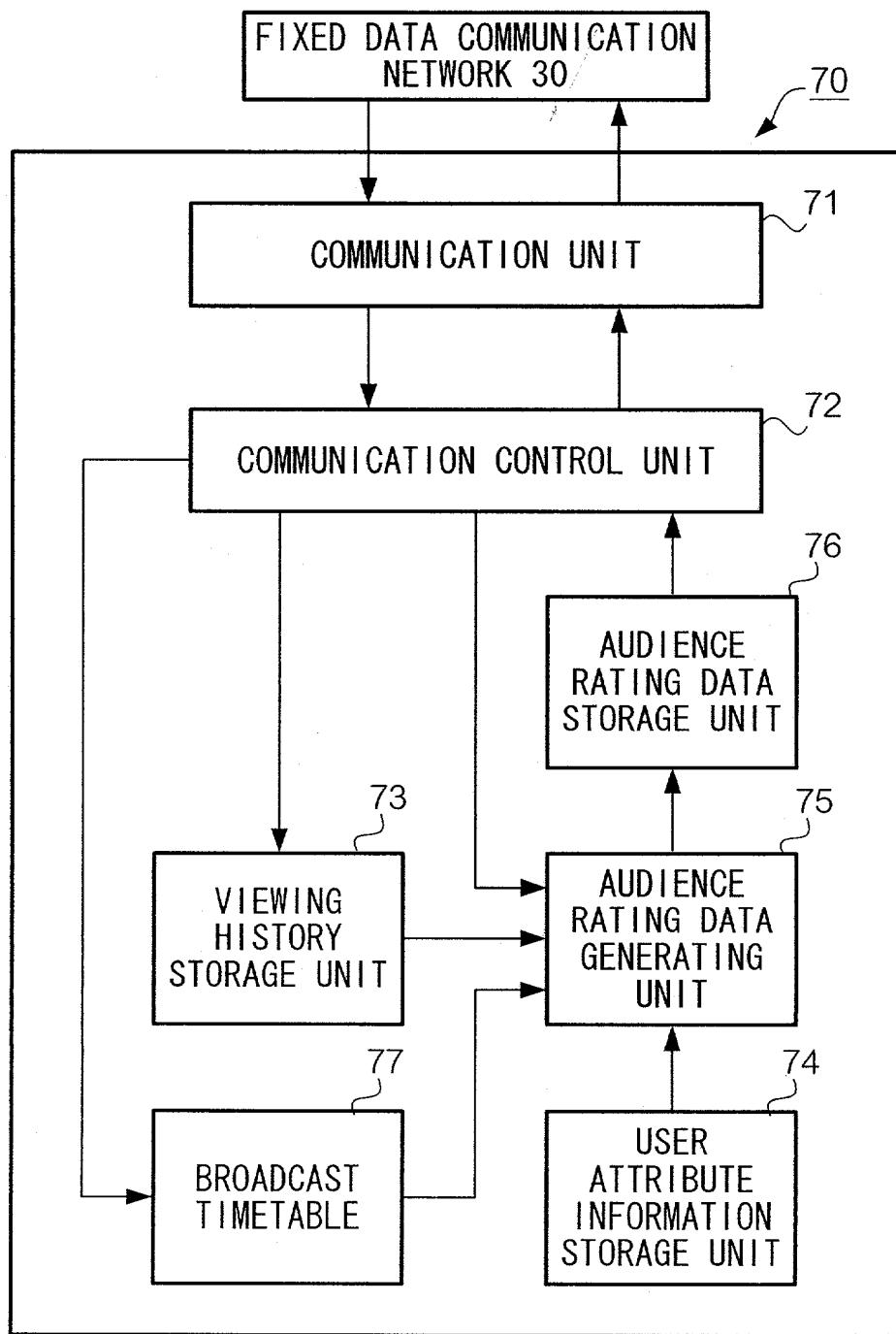
RECORDING RESERVATION COMMAND	BROADCAST CHANNEL	RECORDING START TIME	RECORDING END TIME	MOBILE STATION ID
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FIG.12



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FIG. 13

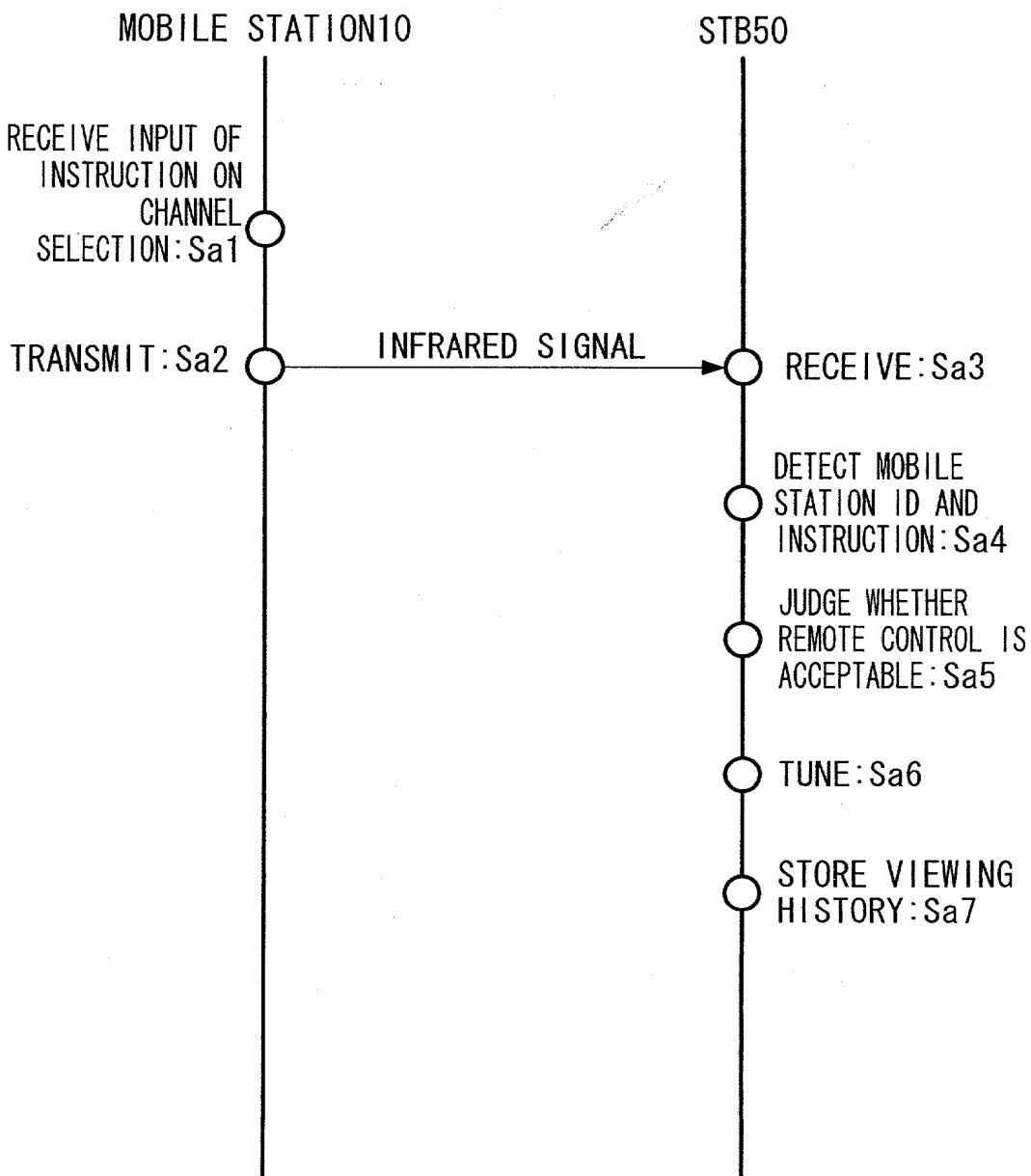


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FIG. 14

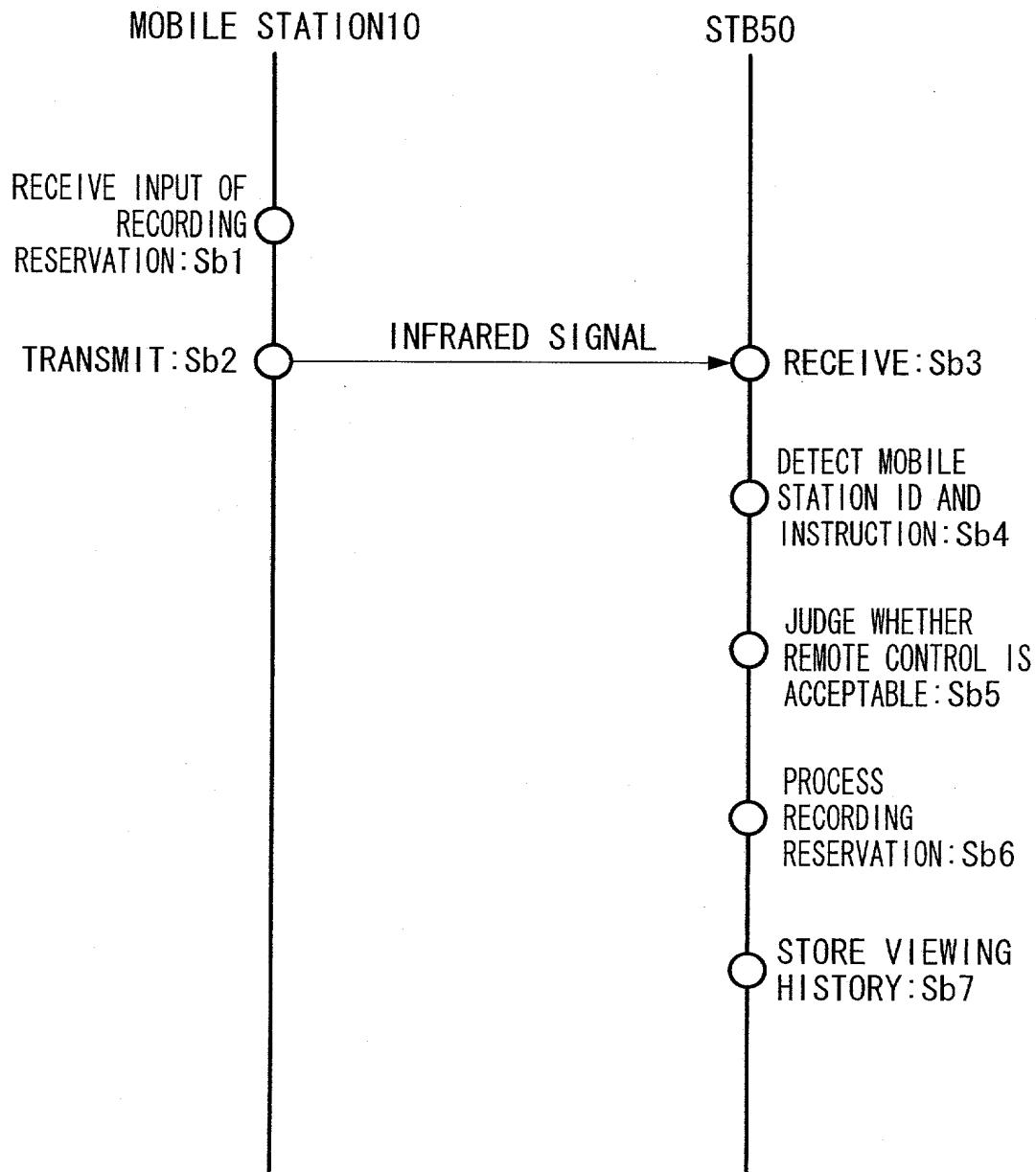
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FIG. 15



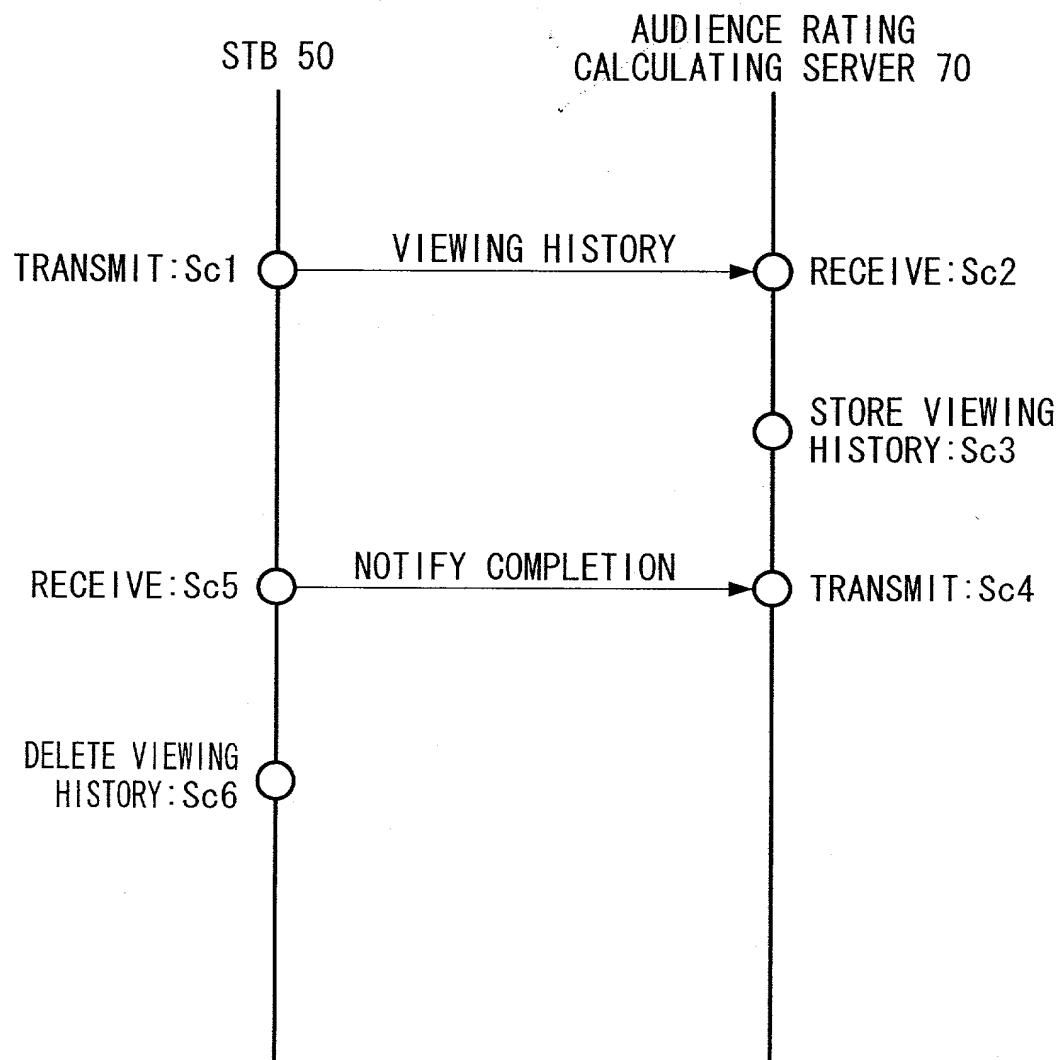
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FIG.16



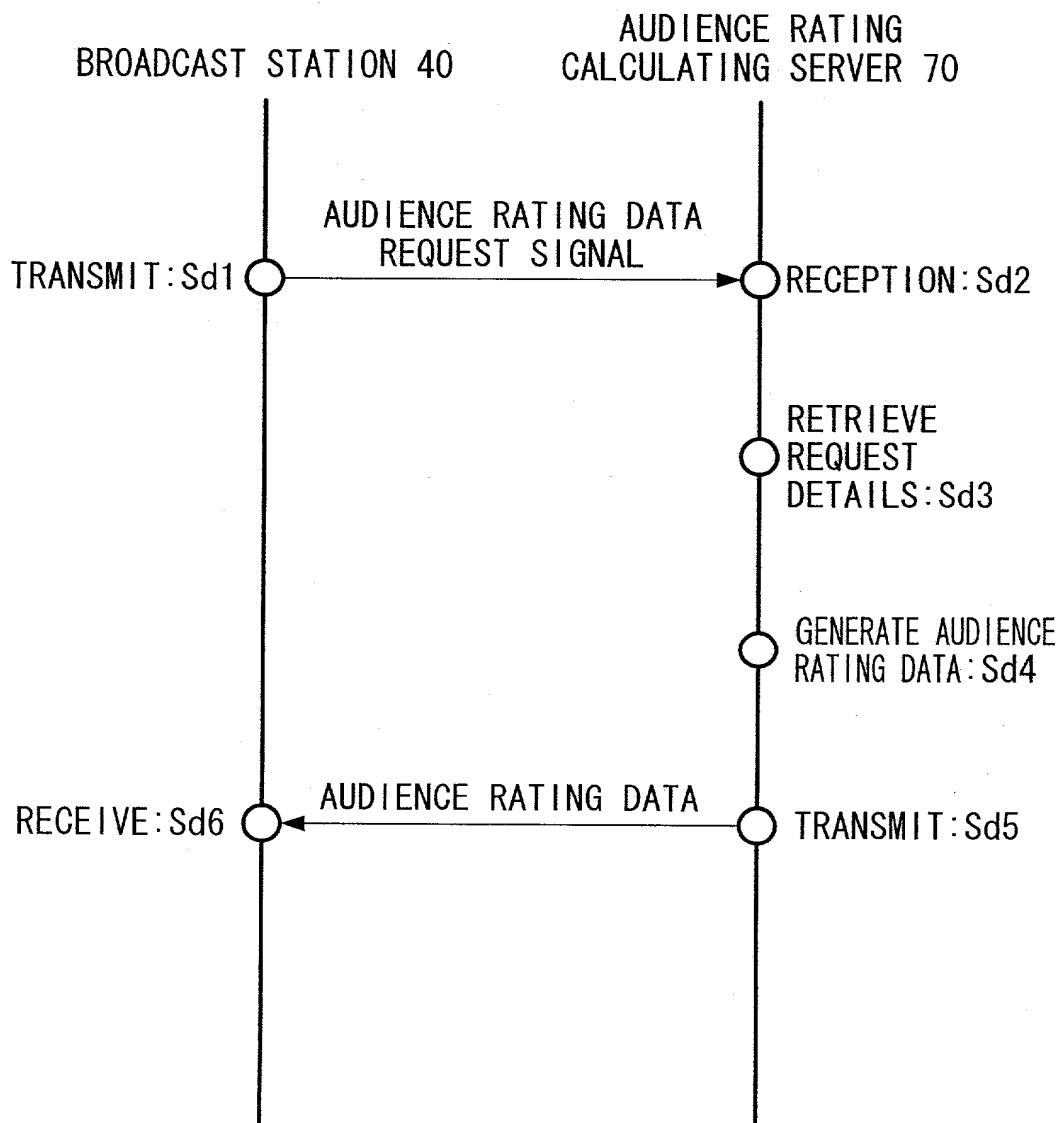
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FIG. 17



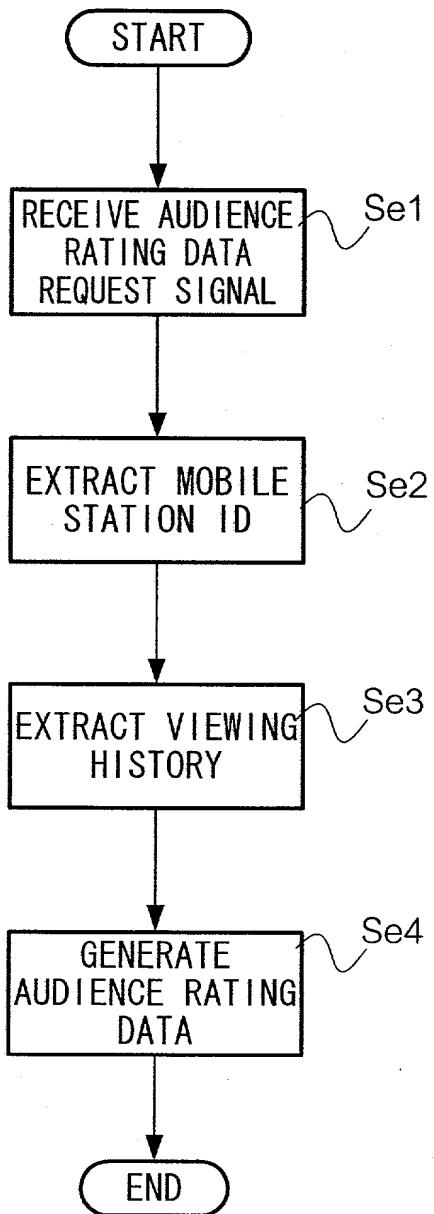
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FIG. 18



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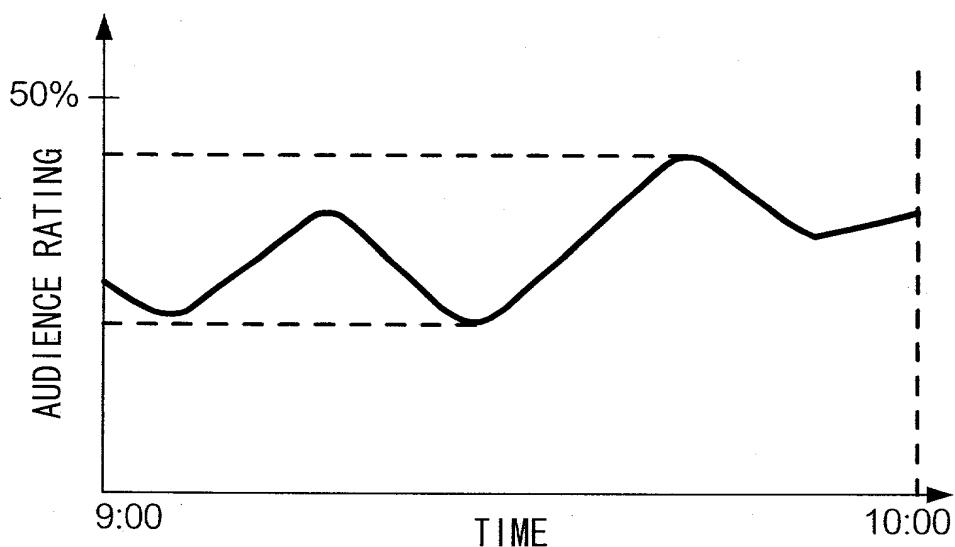
FIG. 19



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FIG.20

PROGRAM ID BC0001USER ATTRIBUTES CONDITION TWENTY SOMETHING MALE

MAXIMUM AUDIENCE RATING 45.2%

MINIMUM AUDIENCE RATING 23.1%

AVERAGE AUDIENCE RATING 30.1%